

November 29, 2022

Corrigendum: Empanelment of Full-Service Advertising Agencies, Event Management Agencies, Audio-Visual Production Agencies and Selection of PR Agency and Digital Agency

Reference is invited to the captioned RFP issued on November 14, 2022, and pre-bid meeting held on November 23, 2022. The following modifications have been made in the RFP:

Page No.	Previous Clause	Modified Clause																								
8	<p>Average EBITDA for last three FY 2019-20, 2020-21 & 2021-22</p> <table><tr><th>Parameter</th><th>Marks</th></tr><tr><td>25 cr.</td><td>2</td></tr><tr><td>Above 25 to 30 cr.</td><td>4</td></tr><tr><td>Above 30 to 40 cr.</td><td>6</td></tr><tr><td>Above 40 to 50 cr.</td><td>8</td></tr><tr><td>50 cr.+</td><td>10</td></tr></table>	Parameter	Marks	25 cr.	2	Above 25 to 30 cr.	4	Above 30 to 40 cr.	6	Above 40 to 50 cr.	8	50 cr.+	10	<p>Average turnover for last three FY 2019-20, 2020-21 & 2021-22</p> <table><tr><th>Parameter</th><th>Marks</th></tr><tr><td>100 cr.</td><td>2</td></tr><tr><td>Above 100 to 125 cr.</td><td>4</td></tr><tr><td>Above 125 to 150 cr.</td><td>6</td></tr><tr><td>Above 150 to 175 cr.</td><td>8</td></tr><tr><td>175 cr.+</td><td>10</td></tr></table>	Parameter	Marks	100 cr.	2	Above 100 to 125 cr.	4	Above 125 to 150 cr.	6	Above 150 to 175 cr.	8	175 cr.+	10
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15	<p>The PBG should be kept in the envelope containing the technical Bid. Any bid not accompanied with the requisite PBG shall be treated as non-responsive and is liable to be rejected.</p>	<p>PBG will be applicable only for successful bidders and must be submitted within a month of the issuance of empanelment / selection letter.</p>																								
30	<p>The minimum EBITDA from advertising of the bidder should not be less than ₹25 crore in each of the last three financial years 2019-20, 2020-21 & 2021-22</p>	<p>The average turnover from advertising of the bidder should not be less than ₹100 crore in the last three financial years 2019-20, 2020-21 & 2021-22</p>																								

33	The minimum EBITDA from event management services of the bidder should not be less than ₹ 5 crore in each of the last three financial years 2019-20, 2020-21 & 2021-22	The average turnover from event management services of the bidder should not be less than ₹ 3 crore in the last three financial years 2019-20, 2020-21 & 2021-22
35	The minimum EBITDA from advertising of the bidder should not be less than ₹ 1 crore in each of the last three financial years 2018-19, 2019-20 & 2020-21	The average turnover from audio-visual production of the bidder should not be less than ₹ 3 crore in the last three financial years 2019-20, 2020-21 & 2021-22
38	The minimum EBITDA from PR activities of the bidder should not be less than ₹ 20 lakhs in each of the last three financial years 2019-20, 2020-21 & 2021-22	The average turnover from PR activities of the bidder should not be less than ₹ 15 crore in the last three financial years 2019-20, 2020-21 & 2021-22
40	The minimum EBITDA from digital activities of the bidder should not be less than ₹ 5 crore in each of the last three financial years 2019-20, 2020-21 & 2021-22	The average turnover from digital and social media activities of the bidder should not be less than ₹ 5 crore in the last three financial years 2019-20, 2020-21 & 2021-22
45	Earnest Money Deposit (Demand Draft / Pay Order)	No EMD required
30,33,35	Bidder's / Agency's client mix – Should be currently handling minimum 02 MNCs / Large Indian Corporate] and at least 02 Public Sector Undertakings or Companies in Banking, Financial Services and Insurance (BFSI) sector.	Bidder's / Agency's client mix – Should be currently handling minimum 02 MNCs or Large Indian Corporate or at least 02 Public Sector Undertakings or Companies in Banking, Financial Services and Insurance (BFSI) sector.

Kindly note that the date for submission has been extended to **December 7, 2022**.